

Lean Canvas

Map your assumptions. Update them with evidence.

Title _____

Created by _____

Date _____

Problem

Which 1-3 problems matter most to these customers?

Existing alternatives

How do customers handle these problems today?

Solution

Outline a possible solution for each problem.

Key metrics

Which few measures show how the business is doing?

Unique value proposition

Why is this different, and why should your customer care?

High-level concept

A familiar analogy that explains the idea.

Unfair advantage

What would be difficult for others to copy or buy?

Channels

How will you reach and acquire customers?

Customer segments

Who are the customers and users?

Early adopters

Who is most likely to need this first?

Cost structure

What are the main fixed and variable costs?

Revenue streams

What will customers pay for, and how will revenue be earned?
